

Amendments to the Claims

Please amend Claims 1, 4, 7-9, 14-15, 18, 21-23, 28-29, 31-32, 34-36, 41, 43-44 and 46-48. Please add new Claim 53. The Claim Listing below will replace all prior versions of the claims in the application:

Claim Listing

1. (Currently amended) In a network of computers, a method of generating a hyperlink on a web page on a client computer, comprising the steps of:
 - sending through the network a request having an input set of hyperlink parameters, the input set including indications of merchant, associated affiliate site and affiliate-selected link; and
 - in response to said request, receiving a response comprising ~~at least one of:~~
 - ~~an output set of hyperlink parameters; and~~
 - preformatted data necessary for generating at least one hyperlink, wherein said preformatted data necessary for generating said at least one hyperlink comprises computer usable or execution ready code `[[data]]` necessary to execute each said hyperlink.
2. (Original) A method as claimed in Claim 1, further comprising the step of selecting said input set of hyperlink parameters from a plurality of input sets of hyperlink parameters.
3. (Original) A method as claimed in Claim 1, wherein said input set of hyperlink parameters includes a user name and a password.
4. (Currently amended) A method as claimed in Claim 1, wherein the response further includes an output set of hyperlink parameters, and at least one of said input set of hyperlink parameters and said output set of hyperlink parameters includes any combination of at least one of: Merchant identifier, Affiliate Site identifier, Section Link Group identifier, Link identifier, Image identifier, and Program identifier.

5. (Original) A method as claimed in Claim 1, wherein said step of receiving includes receiving the response in Extensible Markup Language (XML) format.
6. (Cancelled)
7. (Currently amended) A method as claimed in Claim 1, wherein said code [[data]] is conforming to the Hypertext Markup Language (HTML) standard.
8. (Currently amended) A method as claimed in Claim 1, wherein said computer usable or execution ready code [[data]] includes a uniform resource locator (URL).
9. (Currently amended) A method as claimed in Claim 1, wherein said preformatted data necessary for generating said at least one hyperlink comprises, for each hyperlink, visual representation data describing at least one form of visual appearance of said hyperlink on a web page.
10. (Original) A method as claimed in Claim 9, wherein said visual representation data includes a uniform resource locator (URL) for an image.
11. (Original) A method as claimed in Claim 9, wherein said visual representation data includes indications of dimensions of an image.
12. (Original) A method as claimed in Claim 1, wherein at least one of the steps of sending and receiving includes using the Hypertext Transfer Protocol (HTTP).
13. (Original) A method as claimed in Claim 1, wherein said step of sending includes encrypting the request with a key identifiable by a key ID sent unencrypted together with said request.
14. (Currently amended) A method as claimed in Claim [[1]] 4, further comprising the step of combining said input set of hyperlink parameters and said output set of hyperlink parameters to form a second input set of hyperlink parameters in a subsequent request.

15. (Currently amended) A computer system for generating hyperlinks on a web page on a client computer, comprising:
- a client computer configured for communication in a network of computers; and
 - a processor routine executing on said client computer, said processor routine:
 - (i) sending through the network a request ~~containing~~ having an input set of hyperlink parameters, the input set including indications of merchant, associated affiliate site and affiliate-selected link; and
 - (ii) in response to said request, receiving a response comprising ~~at least one of:~~
 - ~~an output set of hyperlink parameters; and~~
 - preformatted data necessary for generating at least one hyperlink, wherein said preformatted data necessary for generating said at least one hyperlink comprises computer usable or execution ready code [[data]] necessary to execute said hyperlink.
16. (Original) A computer system as claimed in Claim 15, wherein said processor routine allows user selection of said input set of hyperlink parameters from among a plurality of input sets of hyperlink parameters.
17. (Original) A computer system as claimed in Claim 15, wherein said input set of hyperlink parameters includes a user name and a password.
18. (Currently amended) A computer system as claimed in Claim 15, wherein the response further includes an output set of hyperlink parameters, and at least one of said input set of hyperlink parameters and said output set of hyperlink parameters includes any combination of at least one of: Merchant identifier, Affiliate Site identifier, Section Link Group identifier, Link identifier, Image identifier, and Program identifier.
19. (Original) A computer system as claimed in Claim 15, wherein said output set of hyperlink parameters is in Extensible Markup Language (XML) format.
20. (Cancelled)

21. (Currently amended) A computer system as claimed in Claim 15, wherein said code [[data]] is conforming to the Hypertext Markup Language (HTML) standard.
22. (Currently amended) A computer system as claimed in Claim 15, wherein said computer usable or execution ready code [[data]] includes a uniform resource locator (URL).
23. (Currently amended) A computer system as claimed in Claim 15, wherein said preformatted data necessary for generating said at least one hyperlink comprises, for each hyperlink, visual representation data describing at least one form of visual appearance of said hyperlink on a web page.
24. (Original) A computer system as claimed in Claim 23, wherein said visual representation data includes a uniform resource locator (URL) for an image.
25. (Original) A computer system as claimed in Claim 23, wherein said visual representation data includes indications of dimensions of an image.
26. (Original) A computer system as claimed in Claim 15, wherein the processor routine utilizes the Hypertext Transfer Protocol (HTTP) in at least one of sending a request and receiving a response.
27. (Original) A computer system as claimed in Claim 15, wherein said request is encrypted with a key identifiable by a key ID sent unencrypted together with said request.
28. (Currently amended) A computer system as claimed in Claim [[15]] 18, wherein said processor routine allows combining said input set of hyperlink parameters and said output set of hyperlink parameters to form a second input set of hyperlink parameters in a subsequent request.
29. (Currently amended) A method of delivering hyperlink generation information from a server computer, comprising the steps of:

receiving a request having an input set of hyperlink parameters, the input set including indications of merchant, associated affiliate site and affiliate-selected link; and in response to said request, sending a response comprising ~~at least one of:~~
~~an output set of hyperlink parameters; and~~
preformatted data necessary for generating at least one hyperlink, wherein said preformatted data necessary for generating said at least one hyperlink comprises computer usable or execution ready code `[[data]]` necessary to execute each said hyperlink.

30. (Original) A method as claimed in Claim 29, wherein at least one of said input set of hyperlink parameters includes a user name and a password.
31. (Currently amended) A method as claimed in Claim 29, wherein the response further includes an output set of hyperlink parameters, and at least one of said input set of hyperlink parameters and said output set of hyperlink parameters includes any combination of at least one of: Merchant ID, Affiliate Site ID, Section Link Group ID, Link ID, Image ID, and Program ID.
32. (Currently amended) A method as claimed in Claim ~~[[29]]~~ 31, wherein said output set of hyperlink parameters is represented in the Extensible Markup Language (XML) format.
33. (Cancelled)
34. (Currently amended) A method as claimed in Claim 29, wherein said code `[[data]]` is conforming to the Hypertext Markup Language (HTML) standard.
35. (Currently amended) A method as claimed in Claim 29, wherein said computer usable or execution ready code `[[data]]` includes a uniform resource locator (URL).
36. (Currently amended) A method as claimed in Claim 29, wherein said preformatted data necessary for generating said at least one hyperlink comprises visual representation data

describing at least one form of visual appearance of said at least one hyperlink on a web page.

37. (Original) A method as claimed in Claim 36, wherein said visual representation data includes a uniform resource locator (URL) for an image.
38. (Original) A method as claimed in Claim 36, wherein said visual representation data includes indications of dimensions of an image.
39. (Original) A method as claimed in Claim 29, wherein at least one of said steps of receiving and sending includes using the Hypertext Transfer Protocol (HTTP).
40. (Original) A method as claimed in Claim 29, wherein said request is encrypted with a key identifiable by a key ID; and
said step of receiving includes receiving the key ID unencrypted together with said request.
41. (Currently amended) A system for delivering hyperlink information from a server computer, comprising:
 - a server computer; and
 - a server process executing on said server computer for:
 - (i) receiving a request containing an input set of hyperlink parameters, the input set including indications of merchant, associated affiliate site and affiliate-selected link; and
 - (ii) in response to said request, sending a response comprising ~~at least one of:~~
 - ~~an output set of hyperlink parameters; and~~
 - preformatted data necessary for generating at least one hyperlink, wherein said preformatted data necessary for generating said at least one hyperlink comprises computer usable or execution ready code [[data]] necessary to execute said hyperlink.

42. (Original) A system as claimed in Claim 41, wherein said input set of hyperlink parameters includes a user name and a password.
43. (Currently amended) A system as claimed in Claim 41, wherein the response further includes an output set of hyperlink parameters, and at least one of said input set of hyperlink parameters and said output set of hyperlink parameters includes any combination of at least one of: Merchant ID, Affiliate Site ID, Section Link Group ID, Link ID, Image ID, and Program ID.
44. (Currently amended) A system as claimed in Claim ~~[[41]]~~ 43, wherein said output set of hyperlink parameters is represented in the Extensible Markup Language (XML) format.
45. (Cancelled)
46. (Currently amended) A system as claimed in Claim 41, wherein said code ~~[[data]]~~ is conforming to the Hypertext Markup Language (HTML) standard.
47. (Currently amended) A system as claimed in Claim 41, wherein said computer usable or execution ready code ~~[[data]]~~ includes a uniform resource locator (URL).
48. (Currently amended) A system as claimed in Claim 41, wherein said preformatted data necessary for generating said at least one hyperlink comprises visual representation data describing at least one form of visual appearance of said hyperlink on a web page.
49. (Original) A system as claimed in Claim 48, wherein said visual representation data includes a uniform resource locator (URL) for an image.
50. (Original) A system as claimed in Claim 48, wherein said visual representation data includes indications of dimensions of an image.
51. (Original) A system as claimed in Claim 41, wherein the server process uses Hypertext Transfer Protocol (HTTP) for at least one of receiving a request and sending a response.

52. (Original) A system as claimed in Claim 41, wherein said request is encrypted with a key identifiable by a key ID received unencrypted together with said request.
53. (New) In a network of computers, a method of generating a hyperlink on a desired Web page, comprising the steps of:
- sending through the network, a request having an input set of hyperlink parameters, the input set including any combination of indications of type of data request, user, merchant, affiliate site associated with the merchant and affiliate selected link; and
 - in response to said request, generating a response comprising any combination of:
 - an output set of hyperlink parameters, the output set including any of a merchant identifier, an affiliate site identifier and link names; and
 - preformatted data necessary for generating at least one hyperlink, wherein said preformatted data necessary for generating said at least one hyperlink comprises computer usable or execution ready code necessary to execute each said hyperlink.